

Message Text

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FOR BIC/OED

EAMO. 11652: N/A

TAGS: BTRA, SW

SUBJECT: COMMERCIAL PROGRAM: US VISIT OF MR. B. G. WANNERSTEN

1. A COMMERCIAL INVITATION HAS BEEN ISSUED TO MR. B.G. WENNERSTEN, EXECUTIVE EDITOR (FOR ELECTRONICS) OF A SWEDISH MAGAZINE CALLED "DAGENS INDUSTRI," SPECIALTIDNINGSFORLAGET AB, BOX 3177, S-103 63 STOCKHOLM 3, SWEDEN.
2. "DAGENS INDUSTRI," AN INFLUENTIAL SWEDISH PUBLICATION OF THE BONNIER MAGAZINE GROUP, REACHES ALL SECTORS OF HIGH TECHNOLOGY INDUSTRY WITH A TWICE-WEEKLY CIRCULATION OF 40,000.
3. MR. WENNERSTEN HAS BEEN IN TOUCH WITH MR. SIMON DRESNER, NEWS SERVICE REPRESENTATIVE OF BELL LABORATORIES, MURRAY HILL, NEW JERSEY, FOR THE PURPOSE OF ARRANGING INTERVIEWS. IT WOULD BE APPRECIATED IF NEW YORK DISTRICT OFFICE WILL FORWARD BACKGROUND ON MR. WENNERSTEN TO BELL LABORATORIES BY WAY OF BONA FIDES.
4. MR. WENNERSTEN HOPES TO STUDY A NUMBER OF THE MOST IMPORTANT RESEARCH AND DEVELOPMENT PROJECTS AT BELL'S LABORATORIES TO PREPARE NEWS REPORTS ON THEM FOR HIS MAGAZINE AND TO ESTABLISH PRESS CONTACTS FOR A SERIES OF POSSIBLE FUTURE ARTICLES.

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5. MR. WENNERSTEN WILL ARRIVE 2 FEBRUARY AND PLANS A FIVE DAY STAY AT THE HOTEL ROOSEVELT, MADISON AVENUE, E. 45TH STREET, NEW YORK, N.Y.

6. THE BONNIER GROUP (AB BONNIERFORETAGEN, WTD 12/72) IS A HIGHLY DIVERSIFIED CONCERN EMBRACING MORE THAN 30 COMPANIES IN SWEDEN AND ABROAD. A NUMBER OF DIFFERENT TRADES AND INDUSTRIES ARE REPRESENTED WITHIN THE GROUP BUT ITS NUCLEUS STILL CONSISTS OF PUBLISHING AND THE GRAPHIC INDUSTRY. SUBJECT SWEDISH MAGAZINE, HAS THROUGH ITS PARENT COMPANY, SUFFICIENT FINANCIAL MEANS AVAILABLE AND GOOD REPUTATION.
STRAUSZ-HUPE

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NNN

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